

second sets of user interface elements, wherein the customization interface is a categorization interface responsive to user input to define the first and second sets of categorized interface elements, and wherein the categorization interface elements each include different specification elements.

19. (Amended) A sales system for coupling to a communications network, comprising:
a first sales interface at a first network address, the first sales interface including a first set of user interface elements,
a second sales interface at a second network address, the second sales interface including a second set of user interface elements,
a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, wherein the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, wherein the customization interface is a categorization interface responsive to user input to define the first and second sets of categorized interface elements, and wherein the categorization interface elements each include an unused attribute.

Please cancel claims 20-26 without prejudice or disclaimer.

27. A sales system for coupling to a communications network, comprising:
a first sales interface at a first network address, the first sales interface including a first set of user interface elements,
a second sales interface at a second network address, the second sales interface including a second set of user interface elements, and
a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, wherein the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, wherein the sales server is operative to create the impression that the sales interfaces are being operated by different domains by operating with the address of the first sales interface mapped to a first domain and the address of the second sales interface mapped to a second domain different from the first domain.

35. A sales system for coupling to a communications network, comprising:

a first sales interface at a first network address, the first sales interface including a first set of user interface elements,

a second sales interface at a second network address, the second sales interface including a second set of user interface elements, and

a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, wherein the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, wherein the customization interface is operative to provide different headers for the first sales interface and for the second sales interface.

Please cancel claims 36-37 without prejudice or disclaimer.

38. (Amended) A sales method for operation through a communications network, comprising:

receiving customization commands from a first accountholder,
receiving customization commands from a second accountholder,
presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder,

presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder, and

wherein the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and wherein the steps of presenting present the first networked sales interface at a first domain and present the second networked sales interface at a second domain.

46. (Amended) A sales method for operation through a communications network, comprising:

receiving customization commands from a first accountholder,
receiving customization commands from a second accountholder,
presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder,